Note: Oct.1-May 1,1962
Office Closed Saturdays

SONOMA VALLEY CHAMBER OF COMMERCE

QUESTIONNAIRE
15TH ANNUAL VINTAGE FESTIVAL
SEPT. 22-24, 1961, Sonoma

51 Received

Before memories of this year's Festival become too dim, we are sending you this questionnaire with the hope you will fill it out and return to us as soon as possible so that we may use your suggestions to make the 1962 Festival bigger and better than ever. It will be appreciated if you will sign your name, but it is not necessary.

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8. COMMUNITY CENTER ACTIVITIES
   a. Did you visit the exhibits there? Yes 40 No 7 Did you enjoy them? Yes 35 No ___
   b. Suggestions _____

9. STAMP EXHIBIT
   a. Did you see it? Yes 8 No 42 Did you enjoy it? Yes 6 No 1

10. BLESSING OF THE GRAPES
   a. Did you see it? Yes 28 No 19 Did you enjoy it? Yes 25 No ___
   b. Suggestions _____

11. SONOMA VALLEY CHORUS "DOWN IN THE VALLEY"
   a. Did you see it? Yes 23 No 25 Did you enjoy it? Yes 19 No 1
   b. Suggestions _____

12. STROLLING MUSICIANS
   a. Did you see them? Yes 36 No 15 Do they add to the Festival? Yes 34 No 7 could do more (1)

13. RODEO AND PARADE
   a. What is your opinion: would it help the Festival? Yes 13 No 19 Would it hinder the Festival? Yes 10 No 7 Comments _____

14. BEAUTY CONTEST AND VINTAGE QUEEN
   a. Do you believe this should be included? Yes 28 No 18

15. WHISKERINO CONTEST: Yes? 26 No? 19

16. LOCAL PEOPLE DRESSED IN COSTUMES
   a. Should this be done? Yes 44 No 2

17. HOUSE & GARDEN TOUR
   a. Should this be done in the spring of 1962? Yes 40 No 1
   b. Any suggestions as to houses for next year? _____

18. VOLUNTEER WORKERS
   a. Are you willing to take active participation in the Festival next year? Yes 31 No ___
   b. Will you take some responsibility? Yes 27 No ___
   (If the answer is "yes" to either question, please be sure to sign your name!)

19. GENERAL COMMENTS AND SUGGESTIONS:

NAME _____

Please return to the Chamber of Commerce, 461 First St. W., Sonoma

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1. a. Did you attend the Festival? Yes 44 No 2
   b. If so, do you think, from an overall standpoint, it was successful 40 ? (one very) moderately successful 9 ? poor ____ ? xxx
   c. Do you think the Festival is of benefit to the Valley? Yes 49 No ____
   d. Do you think the Festival should be continued? Yes 48 No ____
   one said every 2-3 years

2. PAGEANT
   a. Did you see it? Yes 25 No 22
   b. If the answer is yes, do you think the pageant was excellent 8 ? Good 11 ? Fair 3 ? Poor 1 ?
   c. Do you believe the pageant should be continued? Yes 45 No ____
   Friday and Saturday nights? 18 Saturday and Sunday nights? 15 Fri-Sat.Sun-1
   d. Do you think the pageant should be continued in its present form? Yes 27 No 5
   e. If the answer is no, what would you suggest? ____
   see comments

3. CHILDREN'S PARADE
   a. Did you see it? Yes 31 No 18
   b. If the answer is yes, do you think the parade was excellent 7 ? Good 13 ? Fair 9 ? Poor 2 ?
   c. Do you believe the time of 1:15 p.m. on Sunday is the right time? Yes 29 No 7
   If "no", what time do you suggest? mostly later - 2 p.m., Sat.or Sun.
   d. Do you believe the parade should be continued? Yes 33 No 1
   e. Suggestions see comments

4. FIESTA WAY BOOTHS
   a. Do you believe the Fiesta Way should be continued? Yes 45 No 2
   b. Do you think the Fiesta Way should be expanded? Yes 20 No 3
   c. Do you have suggestions for improvement? ____
   see comments

5. CHILDREN'S CONCESSIONS
   a. Should this be continued? Yes 39 No 3
   b. If "yes," do you have suggestions for improvement? ____
   see comments

6. COSTUME BALL
   a. Do you want a ball in 1962? Yes 27 No 7
   b. What date would you prefer? Fri.night of the Festival? 10 Sat.night? 8 Sat.night of the previous week? 9
   c. Suggestions see comments

7. WINDOW & STREET DECORATIONS
   a. Should there be more decorations on Broadway & Napa Streets? Yes 42 No 4
   b. Should there be prizes for the best decorated windows? Yes 38 No 8
   c. Suggestions ____

OVER OVER OVER OVER

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2021.3.38(a)

VINTAGE FESTIVAL QUESTIONNAIRE
September, 1962 - Comments

2. PAGEANT

Should be livelier; better dancing arrangements. Need new story. Change it to some degree. More emphasis on Vintage theme. Hold it Saturday and Sunday afternoons. Another said to have it in the afternoon to help draw tourists that normally leave before it is presented in the evening. Should have some alterations. Continue in modified form. Too repetitious, should be changed for local patronage. Have it Saturday night only. Leave it alone Ø - perfect bit of Sonoma history. The basic idea is good, but the script needs much revision, if not a fresh start. There are too many places of lack of action and/or interest. Many of the younger "actors" are out of character and are detrimental to the pageant. The pageant I most enjoyed was a few years ago, when the pageant moved around the Plaza from adobe to adobe with horses, carriages, etc. Plenty of action and considerable interest to all spectators. It needs a "Play Doctor." Keep the present theme, but with changes. Add more music and less dialogue. The Mexican duet was disappointing. I heard so many good things about it. Another Saturday and Sunday afternoons. Believe the director has greatly improved the pageant over the past. Place and setting O.K., but need new story.

3. CHILDREN'S PARADE

Information about parade should be sent to parents earlier. Hold an hour earlier-interferes with Folk Festival. More prizes. Hold later because of church. Have music - band. Eliminate go-carts (4). Should have music (several). March music at every corner. Could be improved in many ways. Time - several later; i.e., 2 or 2:30; one 1:30 or 2 depending on events, probably a little later. Many local Protestant churches objected to the "line up" time of 11 A.M., interfering with their worship hour. Parade needs better control in its timing and movement. Near the end, the participants came to a standstill for practically 8-10 minutes, which is poor for everybody concerned. Against continuance: "I don't think that children should be asked to parade and promote wine and the harvesting of vintage grapes. Children are minors and many of their parents don't like beer, wine or likker. Special events should be related to the subject (wine) and not kids." Can't the organizing period be speeded up? It should not interfere with Church. Better alignment with closed ranks. They were too far away and time dragged. A band (any quality is O.K. and a Judge's platform. The parade needed a band to make it excellent. Also prizewinners should receive a blue ribbon or a certificate (probably this person did not realize the money is given for prizes). Select subject for parade and require children to take certain costume roles. Give theme to school children earlier so mother had time to prepare costumes. The parents and children work very hard and it should be continued as a small town activity, not a big city turnout.

4. FIESTA WAY BOOTHS

Spread it out. Get someone to do sketches of people. Add different types of booths, entertainment. $10 deposit should not be returned or credited, but used to hire veterans or older men to work early in the morning to clean park. Booths should be separated; i.e., games, food, etc. Limit to only 16 spaces available and other to those first come first served. Game booths should be more generous. More entertainment - not so much food. More coffee. More games. Should have games of chance as 5 years ago. Suggest needlework, handicraft, jam, etc. Do not approve of solicitation of funds (football teams). There are other ways and other places for this type of thing. Some form of music in the Plaza throughout the Festival would entertain the people as well as add color to the Festival. Recommend that the NDGW or any concessionnaire be prohibited from selling water pistols and water balls to teenagers, etc. Should be large directional sign and lighting south of booths. Think we could use some music to add interest, electric organ, etc. "To me, the music, folk dancing, girls giving grapes to visitors, costumes, singing are the types of events that should be expanded. Also allied exhibits such as art, stamps, hobbies, and especially some provision for wine tasting." No suggestions, but don't let it become a honky-tonk type of

2021.3.38(b)

Carnival. Better policing of trash, cleanliness, etc.

5. CHILDREN'S CONCESSIONS
Wish it larger and better as in yesteryear. More games. Add pony rides. Too little activity this year. More booths at 5-10¢ level. More concessions suitable for children would give them something special to look forward to and would bring out more adults. Too little activity this year in contrast to past. The parents appreciate having their youngsters being kept busy and happy while they take a breather and look around. I remember several years ago that it was even better. Puppet show. Let's expand it. More variety. More attractions for children - again pony rides and puppet show. More variety. With so few activities the children had to stand in line for such a long time. Native Sons and Daughters sold 10¢ guns with candies inside. The children put the guns in their mouths, and shot the candies in. This is very dangerous as we try to train children about guns. Now we see guns at our affair which teaches the opposite of what everyone tries to train their family.

6. COSTUME BALL
Hold it close to the Plaza. Hold it Saturday of previous week, good publicity and warm up. Hold it Saturday after Pageant - no dinner - open to public. Have free public street dance, costumes optional. Suggest groups organizing to attend. Some people in Sonoma have never seen the Festival! "This is not of much interest to me but it would seem like the logical approach for an opening night function starting after the pageant. Stress the wearing of costumes and make it a gala affair and continue prizes or awards for best costumes in different classes. Publish previously in newspaper as to different class awards to arouse interest." Residents should be encouraged to invite house guests to join them in attending a genuine wine festival shindig that is fun. There are too many dances around this time. Should have organization to sponsor it.

7. WINDOW & STREET DECORATIONS
Windows are one of the best things of the Festival. Place flowers and grapes on lamp posts. More grapes and flowers. Flower show was excellent. Have merchants donate window space, then in dioramas, tell the story of the grape starting in vineyards with Chinese workers, ending with champagne toasts of General Vallejo and Col. Haraszthy. If prizes are given, one paid professional decorator is sure to win, which spoils competition. Stress Spanish influence, sombreros for clerks in stores, etc. More pictures and publicity on windows. More support by the merchants of our community. This is most important and should be encouraged from every angle possible. In general, most places did an admirable job of decorating Suggest as a prize, a cup or plaque to be engraved and passed on. Why not revive original historic theme? This is solid, community-type effort that deserves support. Try to broaden the interest (the Historical Society should do more than they did this year). Decorations should be indicative of the merchandise of the profession of the merchant or office. Prizes: blue, gold, red ribbons are valued also. Street lights, streamers and outside decorations would make town more festive.

8. COMMUNITY CENTER
Should be more directional signs to center and more publicity as to exhibits there (5 comments on this). Keep commercial artists in one spot by themselves. Think expansion of flower show to outdoors excellent. Music and noise is needed so visitors won't feel they are missing something lively at the Plaza. Have more exhibits. Have large sign at entrance of Plaza, showing events, locations, times, where to get tickets, etc. Possibly have information booth here with programs, tickets, etc. Lots of people didn't get programs and missed places. Get High School to cooperate by not having game Friday evening on account of noise, cars, etc. Boy Scout Camp behind City Hall. Activities at the Civic Center should be publicized or tied in with the Plaza.

2021.3.38.(c)

Vintage Festival Questionnaire - Comments (cont'd)

9. STAMP EXHIBITS
Not seen by many local residents, but the few comments were all favorable.

10. BLESSING OF THE GRAPES
Hanna Boys Choir very good. Make it more decorative: make baskets of grapes, plants or flowers to dress it up. Very good - let's not commercialize it any more than this year. "The Catholics aren't the only ones who drink wine. With sacramental wines, a blessing by a priest is appropriate, but I think recognition of Vintage wines is non-sectarian. Or is it against custom? Anyway I suggest a 1962 different format from past." This being a genuine continuing traditon, it is the one thing the national press and the Wine Institute are interested in. Leave it the same.

11. SONOMA VALLEY CHORUS
Should be better stage settings. Keep it old fashioned. It was not well timed or directed. More rehearsals should be made. Liked it very much but suggest that our talented people can do one just as good, but with an olden day's theme and locale. Better plot for a fine group of performers is needed. Suggest improvements in stage settings. Was in it - a tremendous amount of work goes into it. Heard many fine compliments from friends. We should be proud of our good local musical talent. Children enjoyed it.

12. STROLLING MUSICIANS
They missed some of the places of business. Should be more, teen age groups, etc. Need more music. Where were they?? Ted Salinas was excellent. Only saw them when I took my guests into a bar for a beer. Have them stroll like Mexico Marichaes.

13. RODEO & PARADE
Whole affair should be kept as originally intended, a small town affair for the people. Possibly O.K. if held at ball park or place close in. We can't have it in town so it would take people out of town, unless on a day that would not interfere with the festival. Would keep people away from Sonoma - too many attractions away from Sonoma (several). Happy horsemen say it will stir more interest. Not a rodeo community. Too much for one weekend. Incongruous. Am in favor of revival of rodeo but at another time. Might attract people who would not attend otherwise, providing it does not interfere with Sonoma activities.

14. BEAUTY CONTEST
Should be a local girl, unmarried, 15-21 years. Would create too many local disappointments. Need to emphasize vintage theme. It seems to be a tendency to have this type of item, but I believe it is out of context with the aims of the festival.

15. WHISKERINO CONTEST
Not many comments - just yes or no.

16. LOCAL PEOPLE DRESSED IN COSTUMES
Dress for full week before. Clerks in stores should be in costume. It creates interest and publicity. Good advertising for week ahead of Festival. Women should shop in costumes. Definitely, es. This adds a great deal. Should be more local participation of this sort.

2021.3.38(d)

Vintage Festival Questionnaire - Comments (cont'd)

GENERAL COMMENTS

Every town nearly in the state has a festival of some kind, mostly very similar and commercialized. Let us be different. Every town has a rodeo and/or parade, whisker-inot, beauty contest. Let us continue to be a small town get-together with cooperation of business and social interests.

We need more pictures in the papers and some time before the festival, we should start in plenty of time so as not to let things go to the last minute. Then the papers have not the time to put them in and the job is not well done. We should start how and plan for the next one, and publicity is our only means of making this a success.

-- Each Festival should have a theme in order to ... an additional program. --- Congratulations to the C. of C. for a job exceptionally well done -- Hud did a fine job as chairman - the publicity was best ever. More people should take part. -- The merchants need a shot in the arm -- Everything was good but the merchants participation (window displays-participation, enthusiasm,) --any chance of having a paid character - director -- to work with ----. This is more than a 6 weeks job. It is a year to year job - is a BIG one.

One of the most obvious short comings of the entire Festival was the lack of a publicized outline of scheduled events. The Sonoma Index Tribune carried the events in a written column in an unclear order for a quick glance. There should of been a large outline of events by the day and hour in a blocked space. This same idea should bw carried out on large posters at strategic areas on the Plaza and other pertinent areas. Visitors cannot easily obtain any idea of all the events.

Any chance of having a paid director to work with C. of C. This is a big job.

As I have expressed my ideas before, the Festival should include all areas of the Valley, with certain projects of entertainment in each area. I believe that some stress should be given to the Bear Flag incident, a truly memorable event which seemingly has little recognition, except for the bringing this year of the Plaza into the National Parks. With the forthcoming boat harbor, I am sure our neighbor Mr. Romney, director of the Sports and Boat Show in S.F. (now on Warm Springs Rd.) would lend a hand for a Boat Parade next year, and there you would find dealers and manufacturers going overboard to lend a hand. Also, may I suggest a paid executive secretary during the formative months (E.Wright)

Anent question 2 on the Pageant. Since Friday and Saturday nights were tried in 1960 and 1961 before small audiences, it seems that in fairness to out-of-towners who are the majority in witnessing the Pageant, Saturday and Sunday nights be tried again, by starting it earlier on Sunday because of DLS time.

We(VFW) consider the Festival highly successful during the last two years and would like to see it continue along same lines with a few added improvements. I personally miss the "Costumes of the Past" as produced by Mrs. Dodge who did a wonderful job. We should try to continue this show. The newspaper and radio station publicity was very beneficial to the entire Festival.

Check in getting parking lots around town. Should be done. Chief Kelly.

Suggest street dance. Decorate windows a week ahead. Have Boy Scouts stay over night. WE LIKE DENNE! (NDGW) PUT HIM ON THE COMMITTEE.

An excellent Festival this year. Keep it home grown. Avoid allowing in outside commercial concessioners. (Dr. Newman)

Need to emphasize vintage theme in all ways.

2021.3.38(e)

The Vintage Festival tends to drift away from the original and historic vintage theme and to become a general carnival. Need more history, dignity and less honkytonk. I notice in this questionnaire that the matter of what the vineyards and wineries might do additionally to help entertain the visitors apparently didn't even occur. Why not entertainment at the various wineries one after the other and not simultaneously. This not to interfere with the continuous open hospitality at each (Bartholomew)

1. The Vintage Festival must be home spun and pur Sonoma Valley without outside commercialism
2. The event should provide several feature features to make a visitors trip to Sonoma worthwhile. Such as a chance to get in some scientific winetasting, learn early Calif/ history, have family type fun in Plaza area.
3. The vineyardists, vintners, inn keepers and restauranteurs should be organized 6 mos. ahead of time and given the scoop about what is and is not expected of them. I understand that a good many of them now suffer from damage, pilferage and certain unplanned-for demands (Morie)

I liked best the ~~thing~~ thing that I have always liked about our Vintage Festivals: the spirit of togetherness evidenced by many people throughout our historic valley.
I disliked most the fact that there was not more of this - that far too many past leaders and people who should be active workers, showed every indication of a "Chamber asked for it - let them carry the ball" ~~f~~ feeling.
Question: Were we partly at fault for not asking more for help? If so, let's ask more next year.

Be careful of too much commercialism. It must be prudently used. Participants should all be from Sonoma Valley. I won't ~~xx~~ sign because you wouldn't pay any attention to this if you knew who suggested it. (says already does have responsibility?????)

The TV interview given before the Festival was very good and I'm sure aroused a lot of interest. The program was professional and attractive. It was, in our family's opinion, a very successful Festival (Tunkis)

The Festival is a fine thing for Sonoma and it should be held annually if possible. The many extra activities and contests would add interest, but we all know the problem is to get the Valley citizens enthused enough to take some responsibility in active participation and preliminary effort.

Should be more parking spaces.~~xx~~ Have a free jitney bus from Vets. Bldg., etc. Signs to parking areas. LEAVE IN HANDS OF CHAMBER OF COMMERCE.

2021.3.38.(f)